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U.S. Department of Commerce
International Trade Administration



Export News

The E-newsletter of the U.S. Commercial Service Pittsburgh

Serving Western & Central Pennsylvania Since 1980

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Dear Exporters,

As we have been hit with a good bit of early winter snow, we may all be looking to beat the early onset of the winter blahs. I would suggest looking south.... to South America. I don't suggest South America merely because as we go into winter they are going into Summer... No, I suggest South America as it is a great and growing destination for U.S. goods & services. Check out the markets of South America in this issue and consider taking a trip to Colombia for our annual Trade Winds trade mission and conference in May 2014.

Happy Exporting Everyone!

Lyn Doverspike, Director
U.S. Commercial Service - Pittsburgh

Colombia: U.S. Exporters Wanted

The past 10 years have brought extraordinary change to the country in terms of economic development due to improvements in the security situation strong political stability, a growing middle class and improved security has created an economic boom in Colombia that, coupled with the government's conservative fiscal policies, lessened the impact of the global economic crisis.

The Republic of Colombia is the **4th largest economy in Latin America** and has the **3rd largest population** with approximately 46 million inhabitants. It is the only country in South America with two, which provides tactical shipping advantages in today's global market. Aided by major security improvements, steady economic growth, and moderate inflation, Colombia has become a free market economy with major commercial and investment ties to the United States, Europe, Asia, and Latin America.

With the implementation of the **U.S.-Colombia Free Trade Agreement** on May 15, 2012, Colombia has become the **3rd largest market for U.S. exports in Latin America**.

If you want to know more about exporting to Colombia, see the spot light events section for information on the upcoming Trade Winds Webinar series and Trade Winds business development conference and trade mission taking place in Colombia.

News You Can Use

HS Numbers, Tariffs and Import Fees

The Harmonized System (HS) assigns a 6-digit number to each product that is traded internationally. Each country can assign, on its own, four additional numbers, making the entire number 10 digits. The United States does this with its [Schedule B system](#).

Tariffs or duties are a tax levied by governments on the value of products imported from one country into another. Before you export to any country, you need to determine what the tariff rate is on your product(s) as well as any import fees for that country.

Check out our Tariff Tool to enter your HS number, country of export destination and determine the tariff rate on your product. <http://export.gov/FTA/ftatarifftool/index.asp>

You may also find [Global Reach](#), the official blog of the Foreign Trade Division of the U.S. Census Bureau, helpful in regard to this topic. For further related information and resources click [here](#).

Recommended Resources

"Doing Business in" Guides at your Fingertips

The U.S. Commercial Service each year updates our Country Commercial Guide more commonly known as "Doing Business in..." guides. It is our flagship publication designed to help you make smart strategic market entry decisions. With information contained in the Country Commercial Guides you can learn about market conditions, purchasing power, consumer trends, distribution channels, navigating entry constraints, best sectors, key contacts and much more. You'll find Guides for more than 100 countries, prepared by our market experts located at U.S. embassies worldwide. View the guides online or print them off for study at your convenience. There is no cost for these guides- just register, set your password and you will have access to our full market research database. To find the country you're looking for click [here](#).

Upcoming Webinars, Seminars, Trade Missions, and Trade Shows

WEBINARS:

Spotlight: Trade Winds 2014 - The Americas Webinar Series

This webinar series provides valuable insight to new & experienced exporters who will gain knowledge of export opportunities in this dynamic region. Companies will learn about best prospects, financial and legal considerations and marketing strategies in five countries of the Western Hemisphere. Participants will also understand and appreciate the cultural differences, economic conditions and how to conduct due diligence on potential partners.

- **COLOMBIA: Reap the Rewards in one of the Fastest Growing Markets in Latin America**

Wednesday, December 18, 2013; 1:00-2:15PM EDT
Cost: \$40 [Register here!](#)

- **Determine your Export Opportunities in PANAMA**

Wednesday, January 8, 2014; 1:00-2:15PM EDT
Cost: \$40 [Register here!](#)

- **ECUADOR and the Growing Export Opportunities for U.S. Businesses**

Wednesday, January 22, 2014; 1:00-2:15PM EDT
Cost: \$40 [Register here!](#)

- **Increase Your Exports to PERU with the US-Peru FTA**

Wednesday, February 5, 2014; 1:00-2:15PM EDT

Cost: \$40 [Register here!](#)

• **Boost your Bottom Line with the U.S. - CHILE Free Trade Agreement**

Wednesday, February 19, 2014; 1:00-2:15PM EDT

Cost: \$40 [Register here!](#)

Want to Register for all 5 of the Trade Winds 2014 - THE AMERICAS Webinar Series for the cost of \$140? Click [here](#).

- [Design and Construction Opportunities in Russia](#) (Dec. 17)
- [Opportunities in Japan's Clean Tech Market](#) (Dec. 17; \$25)
- [Exporting to Mexico: INCOTERMS Review and INCOTERMS Common Practices in Mexico](#) (Dec. 18; \$25)
- [Discover Global Markets: Algeria](#) (Dec. 19; \$25)
- [New Airport Projects in Mexico](#) (Jan. 9)
- [Europe Health IT](#) (Jan. 14)
- [Exporting to Mexico: Exporting Goods Using Courier Services and Postal Service](#) (Jan. 15; \$25)
- [Trade Preferences for Haitian Textiles & Apparel & the Haitian Apparel Sector](#) (Jan. 15; Free)

NATIONAL EVENTS

Spotlight: Trade Winds - The Americas Colombia May 15-23, 2014

The 2014 Trade Winds program includes an Americas focused business forum consisting of regional and industry specific conference sessions as well as pre-arranged consultations with U.S. Commercial Service Senior Commercial Officers representing commercial markets throughout the region. The multiple trade mission stops will give participants the opportunity to conduct B2B meetings with firms in Colombia, Panama, Chile, Ecuador, and Peru.

Panama & Ecuador Matchmaking May 15-16
Colombia Conference & Matchmaking May 19-21
Peru & Chile Matchmaking May 22-23

- Learn how to increase profits and overcome barriers in the Americas during the Trade Winds business development conference.
- Network with the region's leading industry and government officials and experienced U.S. and global companies during the Trade Winds program.
- Meet one-on-one with top business experts from the U.S. Embassies and Consulates from the region for the latest market entry strategies.

For further information On Trade Winds and to register, click [here](#).

- [APBO: Asia/Pacific Business Outlook](#) (April 7-8; Los Angeles, CA)

If you are doing business in Asian markets, get the knowledge and contacts you need at the [Asia-Pacific Business Outlook Conference](#) on **April 7-8, 2014** at the **University of Southern California**. Since 1988 **USC Marshall School of Business** and the **US Department of Commerce** have been producing APBO to help leaders of US businesses generate sales and profits in the rapidly growing economies of Asia, as well as Brazil and Russia. Choose from 60 seminars over 2 days to learn about 18 major markets and schedule private **one-on-one** business counseling sessions with overseas U.S. Commercial Service Senior Commercial Officers from 18 U.S. embassies. For more information and to register

click [here](#).

DOMESTIC TRADE SHOWS WITH FOREIGN BUYER DELEGATIONS:

Exhibiting at one of these shows? Let us know! We can arrange meetings with foreign buyers, our in-country commercial specialists and more!

- [2014 International CES](#) (Jan. 7; Las Vegas, NV)
- [Shooting Hunting Outdoor Tradeshow \(SHOT\) and Conference 2014](#) (Jan. 14; Las Vegas, NV)
- [World of Concrete 2014](#) (Jan. 21; Las Vegas, NV)
- [DistribuTECH 2014](#) (Jan. 28; San Antonio, TX)
- [International Production & Processing Expo](#) (Jan. 28-30; Atlanta, GA)
- [NAHB International Builders' Show 2014](#) (Feb. 4-6; Las Vegas, NV)
- [Progressive Insurance Miami International Boat Show](#) (Feb. 13-17; Miami, FL)
- [CONEXPO-CON/Agg 2014](#) (March 4-8; Las Vegas, NV)
- [Natural Products Expo West/Engredea 2014](#) (March 6-9; Anaheim, CA)
- [International Home & Housewares Show 2014](#) (March 15-18; Chicago, IL)

View the complete list of newly announced 2014 International Buyer Program trade shows [here](#).

INTERNATIONAL EVENTS AND TRADE SHOWS:

Spotlight: [Saudi Arabia Catalog Show 2014](#) (January 13; \$100)

The U.S. Commercial Service in Saudi Arabia is delighted to invite U.S. companies and suppliers to register for the upcoming "Saudi-Arabia Catalog Show 2014" (SACS 2014), which will be hosted by the Eastern Province "Asharqia" Chamber of Commerce & Industry in Dammam, Saudi Arabia. The Kingdom's massive projects, both planned and on-going, constitute excellent opportunities for U.S. manufacturers/exporters from all sectors to participate in this lucrative market. Interested? Contact our office **by December 22nd** at 412-644-2820 or lyn.doverspike@trade.gov

- [VAKANTIEBEURS 2014](#) (Jan. 14; Utrecht, Netherlands)
- [Intersec 2014](#) (Jan. 19; Dubai, UAE)

About Us: Helping U.S. Exporters Since 1980

The [U.S. Commercial Service](#) is a federal agency within the [U.S. Department of Commerce](#). We help U.S. businesses like yours export their goods and services by providing export counseling, advocacy, market intelligence, overseas business matchmaking, and more to help increase your export sales. Our Pittsburgh-based office covers 36 counties in Western and Central PA and is one of 100 nationwide and 140 overseas offices of the U.S. Commercial Service. Put our global network to work for your business today.

Need some help with exporting? [Find your local international trade specialist here!](#)

Haven't worked with us before? [Fill out our preliminary consultation form to get started!](#)

Want more export news? Visit [Export News online](#) or check out our biannual Pennsylvania-wide newsletter, PA [Global Compass](#)!

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